AMENDMENTS TO THE CLAIMS

1   1. (previously amended) A method of personalizing content
2   delivery to a user, said method comprising the steps of:

3   determining in the moment point of contact constraints of said
4   user;

5   retrieving a profiled past of said user including purchased data
6   which is grouped or keyed to presenting a lifestyle or lifestage
7   view of said user;

8   retrieving current actions; and

9   delivering an opportunity to said user by creating a vision of a
10   supplier's core competencies based on said constraints of said
11   point of contact, said profiled past and said current actions,
12   and developing said opportunity consistent with said vision by
13   merging together and optimizing said vision with said supplier's
14   channel awareness.

15   2. (original) The method of claim 1, wherein said step of
16   determining in the moment point of contact comprises the step of
17   determining constraints of a current fingertip touchpoint of said
18   user.

19   3. (original) The method of claim 2, wherein said touchpoint
20   comprises a cell phone, kiosk, personal digital assistant device,
21   laptop computer, terminal, or desktop computer.

22   4. (original) The method of claim 1, wherein said point of
23   contact constraints includes a location indication.

1   5. (original) The method of claim 4, wherein said location
2   indication includes global positioning system coordinates.

3   6. (original) The method of claim 1, wherein said profiled past
4   includes a demographic profile.

5   7. (original) The method of claim 6, wherein said demographic
6   profile is assumed.

7   8. (original) The method of claim 7, wherein said demographic
8   profile is assumed based on anonymous demographic data supplied
9   by a third party.

10   9. (original) The method of claim 6, wherein said demographic
11   profile is layered.

12   10. (cancelled).

13   11. (cancelled).

14   12. (currently amended) The method of claim ~~11~~ 1, wherein said
15   baseline parameter is a block or group.

16   13. (original) The method of claim 1, wherein said profiled past
17   includes data generated by datamining of navigational and
18   transactional information, or user submitted data, or purchased
19   data, or combinations thereof.

20   14. (original) The method of claim 1, wherein said current
21   actions includes transactions.

22   15. (original) The method of claim 14, wherein said transactions

1   includes listings of purchases or payments or returns.

2   16. (original) The method of claim 1, wherein said current
3   actions includes clickstream data.

4   17. (currently amended) The method of claim 16, wherein said
5   clickstream data includes page hits, sequence of hits, duration
6   of page views, response to advertisements, transactions, ~~or~~ and
7   conversion ~~rates~~ rate of said opportunity.

8   18. (original) The method of claim 1, wherein the step of said
9   delivering said content comprises the step of sending a
10   personalized web page to said user.

11   19. (cancelled)

12   20. (original) The method of claim 1, wherein said content is
13   delivered by converting said point of contact constraints into a
14   take action opportunity.

15   21. (previously amended) A system for personalizing content
16   delivered to a user, comprising:

17   means for determining a point of contact device of said user;

18   means for retrieving a profiled past of said user including
19   purchased data which is grouped or keyed to presenting a
20   lifestyle or lifestage view of said user;

21   means for retrieving current actions; and

22   means for delivering an opportunity to said user by creating a

1 vision of a supplier's core competencies based on said point of
2 contact device and said profiled past and said current actions,
3 and developing said opportunity consistent with said vision by
4 merging together and optimizing said vision with said supplier's
5 channel awareness.

6 22. (previously amended) A server having a web site for providing
7 personalized content to a user, comprising:

8 a computer processor having server software installed for
9 processing a web site having content;

10 means for determining a point of contact device of said user;

11 means for retrieving a profiled past of said user including
12 purchased data which is grouped or keyed to presenting a
13 lifestyle or lifestage view of said user;

14 means for retrieving current actions; and

15 wherein said server software is adapted for delivering said web
16 site content personalized to said user as an opportunity by
17 creating a vision of a supplier's core competencies based on said
18 point of contact device and said profiled past and said current
19 actions, and developing said opportunity consistent with said
20 vision by merging together and optimizing said vision with said
21 supplier's channel awareness.

22 23. (previously amended) A computer program product for
23 instructing a processor to provide a web site accessible by a
24 user having a point of contact device, said computer program
25 product comprising:

1   means for determining said point of contact device of said user;

2   means for retrieving a profiled past of said user including
3   purchased data which is grouped or keyed to presenting a
4   lifestyle or lifestage view of said user;

5   means for retrieving current actions; and

6   wherein said computer program product is adapted for delivering
7   web site content personalized to said user as an opportunity by
8   creating a vision of a supplier's core competencies based on said
9   point of contact device and said profiled past and said current
10 actions, and developing said opportunity consistent with said
11 vision by merging together and optimizing said vision with said
12 supplier's channel awareness.